

1                   **COMPUTER HIERARCHICAL DISPLAY OF**  
2                   **MULTIPLE DATA CHARACTERISTICS**

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4                   **ABSTRACT OF THE DISCLOSURE**

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6           A data display comprises a window that shows a tree map display having menu  
7 information surrounding a field array of differently sized and colored or shaded areas that  
8 represent product offering possibilities that conform with user criteria entered through the  
9 surrounding menu windows. A Web site that uses the display technique may receive user  
10 criteria and retrieve a portion of collected data and display it to the user, so that the retrieved  
11 data describes a data subset that is responsive to the user criteria. The retrieved Web pages  
12 may be viewed to facilitate review of product offering information, and to facilitate purchase  
13 decisions that are transmitted from the Web site visitors.